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r/heartopia • 11h ago
Quatta

Reporting Heartopia's Illegal Practices

Discussion

I have reported XD (Heartopia) to the FTC (United States) for fraud - more people reporting increases the possibility of it being addressed. https://reportfraud.ftc.gov/form/main

Based on the original discussion in this post:

https://www.reddit.com/r/heartopia/comments/1r5bayr/is_the_gacha_even_legal/

Feel free to reuse this information as needed for additional reports for other countries. Heartopia's practices are unlawful in the United States, EU, UK, Japan, and South Korea.

Heartopia company information:

Name of the company: XD Inc. (also known as XD Entertainment or 心动网络)

Building A-2, No. 700 Wanrong Road

Shanghai, China

Postal Code: 200072

E-mail: privacy@xd.com

Website: https://heartopia.xd.com

Your own information is not required for a report. An e-mail can be added if you'd like a follow-up.

FTC (United States) report I submitted:

I am reporting deceptive probability disclosures and potential children's privacy violations by the free-to-play game Heartopia, developed by XD Entertainment (XD Inc.), a Chinese game company.

MISLEADING PROBABILITY DISCLOSURE: Heartopia's gacha (loot box) system displays an "18.4% average" probability for obtaining the featured item (Special Treasure) in its "Rainbow Power" banners. This number is the arithmetic mean of six escalating per-draw probabilities: Draw 1: 0.18%, Draw 2: 0.25%, Draw 3: 0.29%, Draw 4: 6.08%, Draw 5: 12.21%, Draw 6: 100% (as the last item remaining). A reasonable consumer would interpret "18.4%" as the chance per draw. In reality, the first three draws have less than 0.3% chance making it roughly 60 times lower than what the prominent display suggests. The actual per-draw rates are only visible on a separate details page. This is structurally identical to the conduct the FTC addressed in its January 2025 settlement with HoYoverse/Cognosphere (Genshin Impact), where misleading aggregate probability displays resulted in a $20 million penalty.

CHILDREN'S PRIVACY (COPPA): Heartopia features chibi art, pet adoption, dress-up with 1000+ outfits, gardening, and fishing. It is tagged as "Cute," "Cartoony," "Relaxing," and "Cozy" on Steam. On February 14, 2026, the game

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functional age gate. Its privacy policy at protocol.xd.com/heartpoia/privacy.html contains unfinished template language with square brackets still visible (e.g., "under [16/13/12]"). The game automatically collects device identifiers, IP addresses, and WiFi information before any age verification. Third-party advertising SDKs including Facebook, AppsFlyer, and Firebase are embedded, sharing data without parental consent. The game claims it is "not designed for Minor" but this disclaimer was rejected by the FTC in the Genshin Impact case under similar circumstances.

VIRTUAL CURRENCY OBFUSCATION: The game uses a multi-tiered currency system (real money to Pink Hearts to Exhibition Passes) that obscures the real cost of gacha pulls, another practice cited in the HoYoverse settlement.

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deddedbyglamour_ • 1m ago

Fucked up they deleted it as it was being archived.

1 Reply Share ···

Yumeko_202 • 11h ago

I hope they don't like...

Ban the game. I just want them to fix it cause I actually really love it and the gameplay 🙏

328 Reply ···

Quatta OP • 10h ago

As seen in the Genshin Impact case which this report references, the game will not be banned. If it receives any attention, it would likely end in a settlement/fine. Ideally, the company would be required to display proper rates and avoid future deceptive practices.

173 Reply ···

Yumeko_202 • 10h ago

That would be great 🙏

18 Reply ···

Dear-Comb7271 • 2h ago